

„it is very gratifying to devote our energy towards a cause bigger than us: helping to build gruner into a world grape variety.“  
Laurenz V. therefore concentrates only on gruner

by

# LAURENZ V. NEWSFLASH



DEC 07

## ● THANK YOU – FRIENDS OF GRUNER & L5!

It has been a great year for Laurenz V. We would like to thank you for progressing sensationally in building this name globally. Distribution in 26 countries and growing fast. Sales representing a medium sized austrian winery already – barely 2<sup>1/2</sup> years into the project, number one Gruner in the UK, Dubai, China and Hongkong.



## ● THE DUBAI STORY OF L5:

In November Dieter and Lenz spent 3 days in Dubai. Together with the sales team of our partner MMI they visited 25 top hotels of the country. The result was fantastic – all places either had L5 („Charming“ and or „Singing“) already or listed on the spot. No matter if you check at the Shangri La, the New Raffles, the Burj al Arab, the JW Marriott, Kempinski, Hyatt, new New Interconi, etc. L5 will be there – very often as „wine by the glass“. Very greatfull also to Emirates serving Laurenz V. Charming on business class – this helps enormously.

## ● MINISTER PRESENTS LAURENZ V. IN SHANGHAI

On the occasion of an austrian food show in Shanghai, Austrian Minister Josef Proell was able to present Laurenz V. Gruner. At present it is the only Gruner sold on a bigger scale. Our partner Changyu just launched the wine with a superb brochure – capturing the spirit of Gruner and Austria as the country of music.



## ● L5 AND A SENSE OF HUMOR

We try to have fun and to sell good mood as well ;-). It happened one night in St. Louis, the gateway to the west in the USA. One of our L5 Meisters – Jamie Conahan - organised an Austrian national holiday celebration dinner at the Ritz Carlton (under Austrian GM-ship). As we could not get Arnold Schwarzenegger live and in person to attend the party, Jamie just dressed as Arnie. You should have seen all the guests at the hotel and the subsequent feast – wow.



## ● L5 IS TAKING CARE OF THE NEXT GENERATION – A KATHARINA FOR DIDI!



On December 6<sup>th</sup>, Dieter and especially his wife Petra gave birth to their daughter Katharina – 3,20 kg, 50 cm and smiling all the way. Franz and Lenz + colleagues only wondered when all this happened with Dieters heavy 2007 travel schedule ... well, congratulations to the enlarged family (Didi and Petra already have a daughter and a son).

## ● HOT FROM THE PRESS: „SINGING“ IST THE VICTORY WINE

Delighted to report that the german equivalent to Harpers, „Weinwirtschaft“ has voted Laurenz und Sophie, Singing Gruner Veltiner the „1. Winner“ in the category „White Wines from Austria“.



## ● LAST BUT NOT LEAST:

Any suggestions, wishes, improvements – why don't you drop us a line – shall be more than happy to take your thinking on board – the first 3 to write will get a 3 liter double Magnum Laurenz V. Charming sent to your home – in jan – as this will force Dieter to produce the double mags finally ;-). Have a wonderful year end and an even better start into the new year, with lots of great ideas and energy to achieve them. All the best from your Gruner men Dieter, Franz and Lenz.

by

# LAURENZ V.

HUNTING FOR WHITE WINE LOVERS